

### 3.4. Broadcasting Principles

EV must insist that its rights holders and IFPCs adhere to the highest standard of decorum and professionalism in respecting the competition, its players, its coaches and its customers. In that spirit, EV requests that its rights holders and IFPCs adhere to the following principles:

- a) **Respect for the Playing Court** – broadcasting equipment and personnel must be positioned in such a way that they do not present any danger for players or the referees. Hand-held cameras will be 2m from the endlines or sidelines, as the case may be. The playing court must be kept free and clear of cameras, cables and personnel, except during pre-game, time-outs, breaks between periods, half-time and post-game and, even then, cameras and cables may only be on the playing court in a manner that does not interfere with player warm-ups or other on-court activities that are being conducted by the club.

In addition, cameras under both baskets must respect the escape lanes, which will be at least 0.8m in width.

- b) **Respect for the Players' Routine** - shooting the teams' arrival at the arena, their walk from the bus to the locker rooms and inside the locker rooms before the start of the game. Cameras may shoot up to three minutes with all the players inside the locker room, without any interviews and always with the maximum respect for the players' usual routine.
- c) **Respect for the Officiating Crew** – broadcasting equipment and personnel must not obstruct the view or movement of, or cause confusion for the referees and unified scorers.
- d) **Respect for the International Feed Running Order** - free of any commercial or domestic content, with no in-vision reporters or studios or other local or customised features once the designated international feed has started.
- e) **Respect for Spectators** – in the spirit of the best coexistence between the spectators and all TV personnel.
- f) **Respect for Players/Coaches** – Respect the needs of the players and coaches, in spite of their obligations stated herein. Sports events at this level are highly emotional and coaches and players may not always be prepared to handle their obligations to TV in a prompt and courteous manner.
- g) **Respect for Other Media** – EV determines that rights holders must have priority rights with respect to access to players and coaches, and must be able to produce the live broadcasts without interference or obstruction from other media outlets. Historically non-rights holders and clubs' TV broadcasters could not shoot their own footage.